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MEKO target tires – enters a strategic partnership with Goodyear

MEKO is accelerating its business in the tire industry and entering a strategic partnership with Goodyear, one of the world's largest tire manufacturers. The initiative aims to achieve sales of 1 million tires, valued at 1 billion SEK, by the end of 2026 - part of the company's strategy for sustainable growth. The partnership ensures efficient distribution in the Nordic region, thereby strengthening MEKO's position in one of the key growth segments of the aftermarket.

"At MEKO, we see tremendous growth potential in the tire market, and we're accelerating our efforts to offer car owners an exceptional selection of both tires and service solutions. The weight of electric vehicles and increased performance demands place higher requirements on tire quality and durability. With our initiative, we ensure long-term quality, efficient distribution, and excellent service in our markets across Northern Europe", says Jessica Tjulander, Wholesale Director at MEKO.

Part of MEKO's strategy is to continuously streamline operations and invest in new product areas to create profitable and sustainable growth. Currently, MEKO sells approximately 700 000 tires per year in the Nordics. The goal is to reach 1 million tires by 2026 and increase revenue from SEK 750 million to SEK one billion by the end of 2026 – a part of the effort to achieve MEKO's overall financial goals. By partnering with Goodyear, a well-established supplier with expert knowledge and an established logistics network, MEKO strengthens its tire business in the Nordics while also achieving increased cost efficiency.

"MEKO has extensive and diverse experience in the tire industry across our various markets, where geographical differences and unique conditions have helped build valuable expertise. By leveraging our insights and forming a partnership with Goodyear, we are now taking the next step in the Nordics to further strengthen our position in the tire market. For us, it is essential that our partners share our forward-thinking mindset and recognize opportunities. In Denmark, we hold a leading position in the tire industry, and with our experience and this new partnership, we are set to expand further and scale up in Sweden, Norway, and Finland," says Jessica Tjulander.

About MEKO

MEKO's vision is to enable mobility – today, tomorrow, and in the future. Our aim is to be the most comprehensive partner for everyone who drives, repairs, and maintains vehicles in Northern Europe. We are the market leader with a presence in eight countries, 600 branches, and 20,000 workshop customers, including 4,500 workshops operating under our own brands. Our workshop and wholesale brands include Mekonomen, MECA, Balti Autoosad, BilXtra, FTZ, Fixus, Inter-Team, Koivunen, and Sørensen og Balchen – among many others.

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